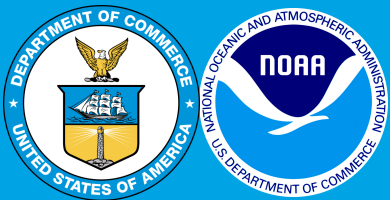


Building Evaluation Capacity Through NOAA Education Partnerships

John Baek, NOAA Office of Education
Diana Payne, Connecticut Sea Grant
Audrey Kremer, National Geographic
Joe Heimlich, The Ohio State University



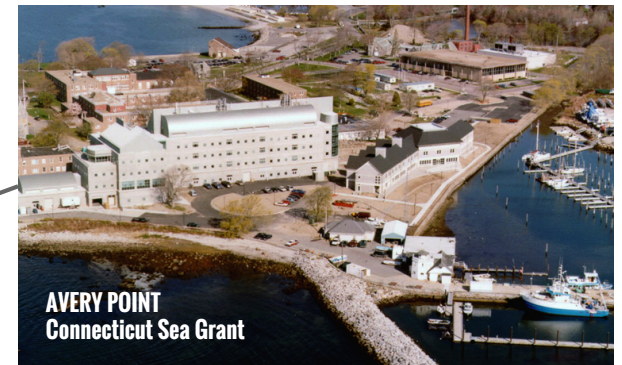
October 16, 2014
American Evaluation Association, Denver CO

What types of relationships does NOAA establish to execute its evaluation strategy?

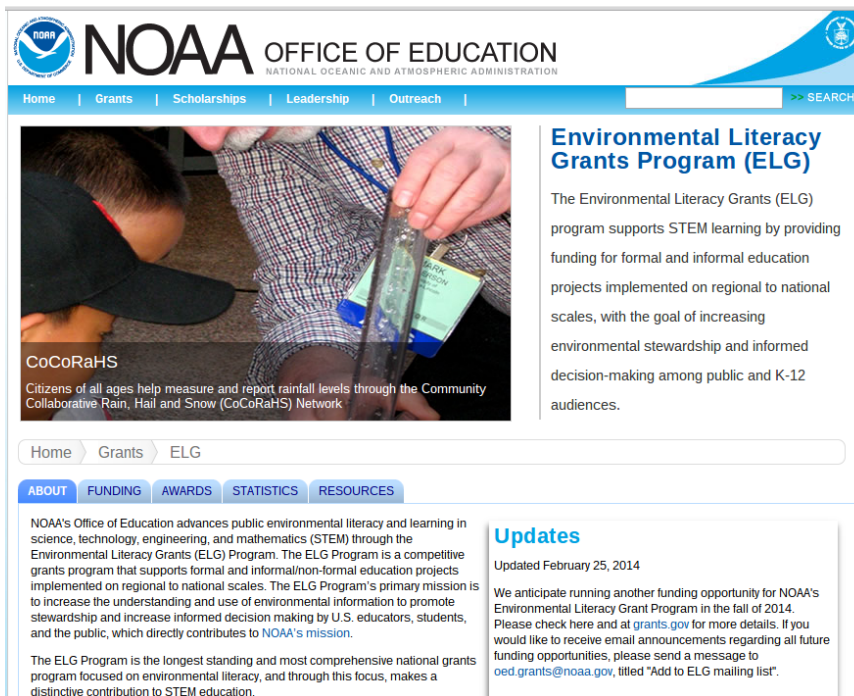


Diana Payne	Audrey Kremer	Joe Heimlich
Institution. Partner	Grant	"Handshake"
Headquarters-Field	Funder-Grantee	Peer-to-Peer
Portfolio Evaluation	Common Measures	Eval. Capac. Build.

Headquarters-Field



Funder-Grantee



The screenshot shows the NOAA Office of Education website. The header includes the NOAA logo and navigation links: Home, Grants, Scholarships, Leadership, Outreach, and a search bar. A featured image shows a person using a rain gauge, with the text "CoCoRaHS" and "Citizens of all ages help measure and report rainfall levels through the Community Collaborative Rain, Hail and Snow (CoCoRaHS) Network". Below this is a breadcrumb trail: Home > Grants > ELG. A sidebar menu lists: ABOUT, FUNDING, AWARDS, STATISTICS, and RESOURCES. The main content area is titled "Environmental Literacy Grants Program (ELG)" and describes the program's goal of increasing environmental stewardship. An "Updates" section dated February 25, 2014, mentions a new funding opportunity for the fall of 2014.

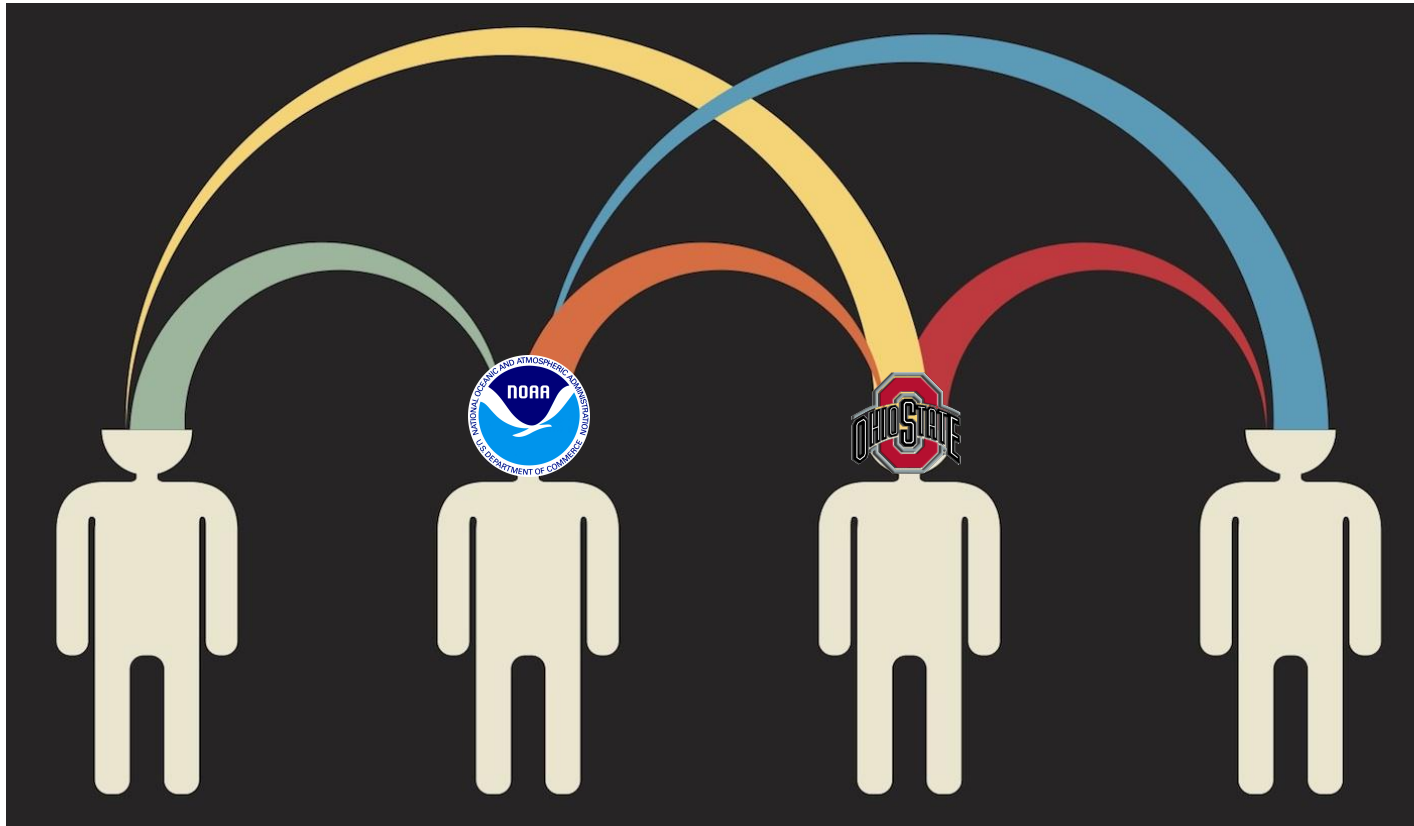


The screenshot shows the National Geographic Education website. The header includes the National Geographic logo and navigation links: About, Connect With Us, FAQ, and National Geographic Home. A secondary navigation bar lists: Educators, Families, Students, and Kids. Below this is a search bar and a list of categories: Teaching Resources, Reference and News, Mapping, Media, Collections, Geo-Education, and Get Involved. The main content area is titled "The Chesapeake Bay Water Quality Project" and includes the subtitle "Bring The Chesapeake Bay Into Your Classroom". A large image shows three people in a field setting, with the caption "Photograph by Jackie Karsten". To the right, there are sections for "FieldScope" resources, "Chesapeake Bay FieldScope", and "FieldScope Projects".

Internal Evaluator

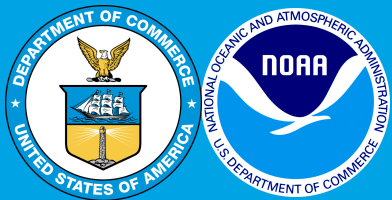
Internal Evaluator

Peer-to-Peer



NOAA's Education Evaluation Strategy: With a Little Help From My Friends

John Baek
NOAA Office of Education

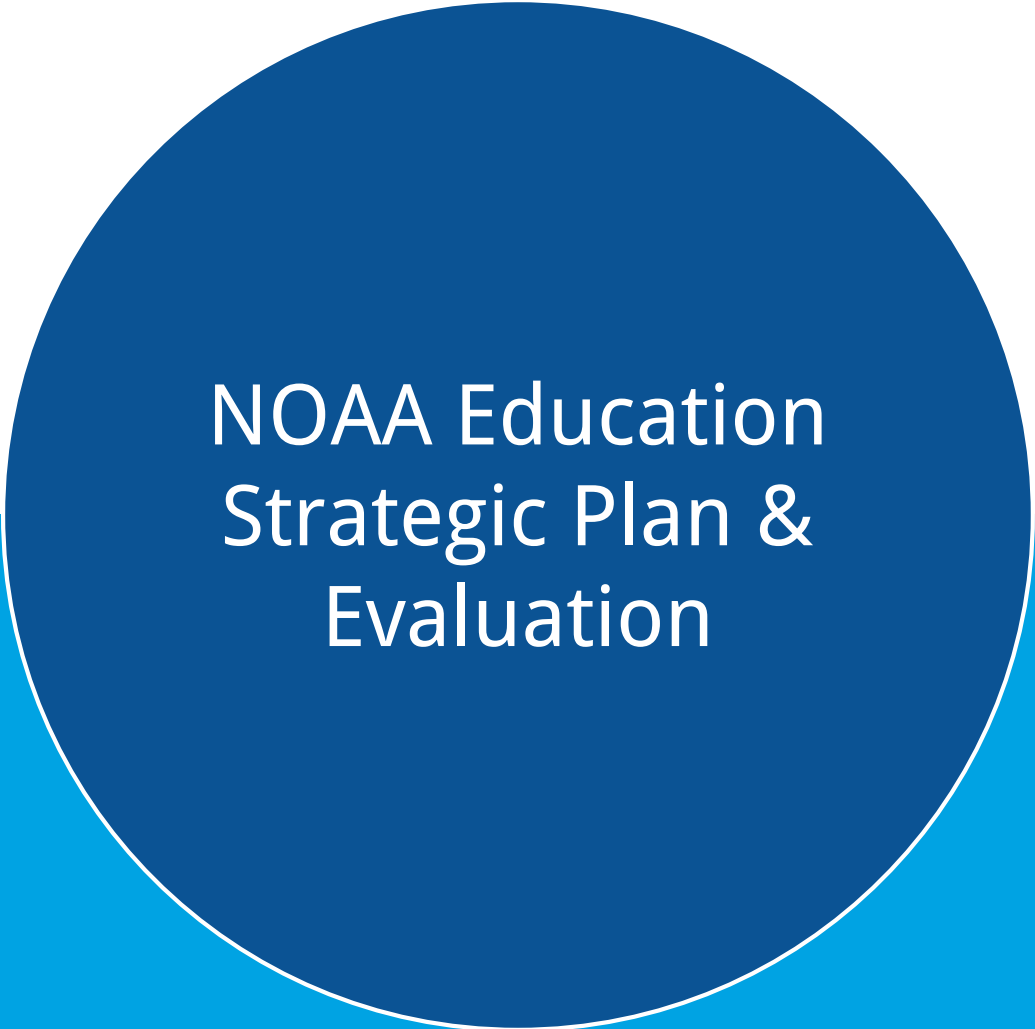


October 16, 2014
American Evaluation Association, Denver CO



Objectives

1. Review the evaluation scope and plan for the NOAA Education Strategic Plan.
2. Describe the role that evaluation partners can play in supporting our evaluation efforts.

A large dark blue circle is centered on the page. Below it, a horizontal bar of medium blue color spans the width of the circle. The text "NOAA Education Strategic Plan & Evaluation" is written in white, sans-serif font, centered within the dark blue circle.

NOAA Education Strategic Plan & Evaluation

Strategic Plan: 5 Goals

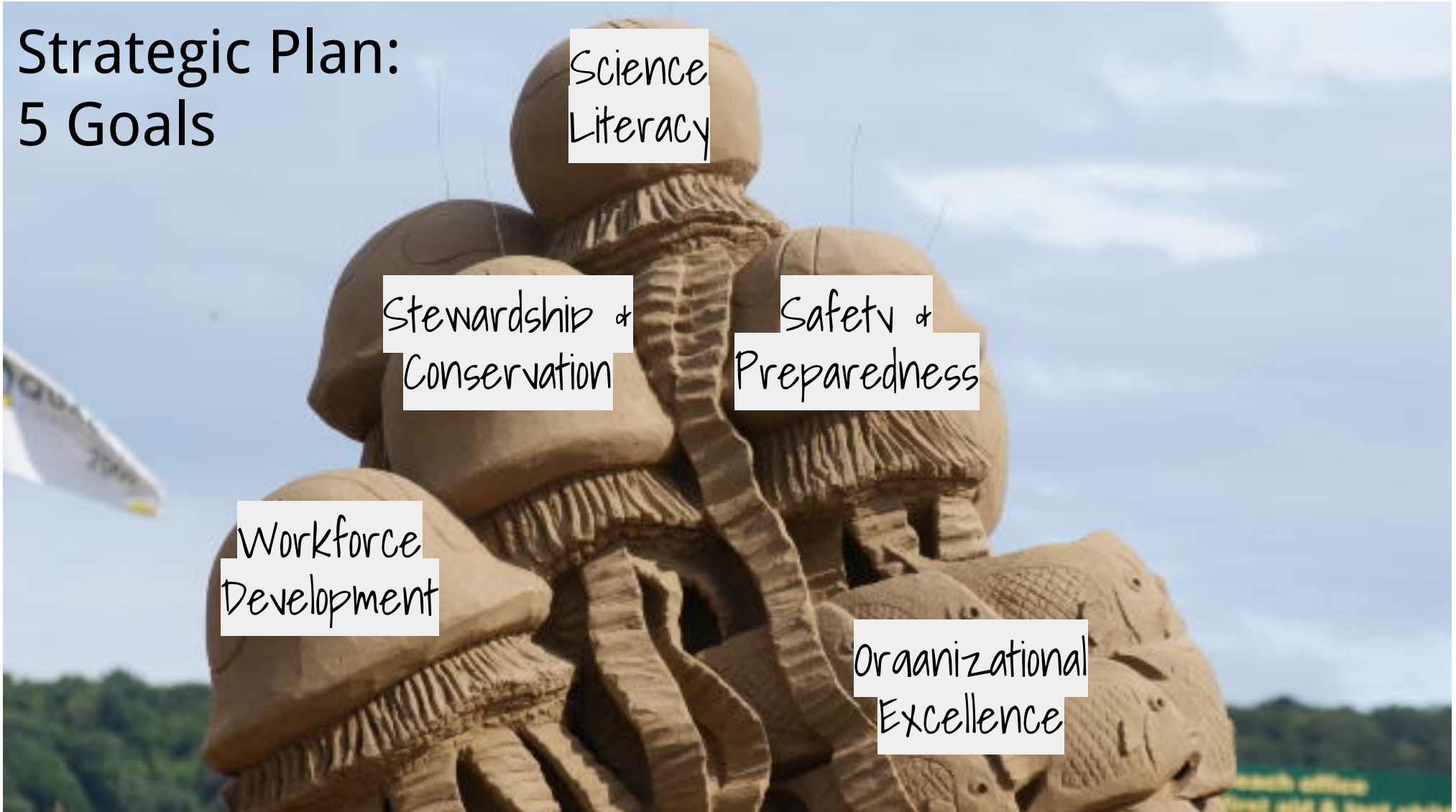
Science
Literacy

Stewardship &
Conservation

Safety &
Preparedness

Workforce
Development

Organizational
Excellence



Goal 1

Science
Literacy

Objectives

1.1

1.2

1.3

Evidence of
Progress
Statements

1.a, b, c

Goal 2

Stewardship &
Conservation

Objectives

2.1

2.2

2.3

Evidence of
Progress
Statements

2.a, b, c

Goal 3

Safety &
Preparedness

Objectives

3.1

3.2

3.3

Evidence of
Progress
Statements

3.a, b, c

Goal 4

Workforce
Development

Objectives

4.1

4.2

4.3

4.4

Evidence of
Progress
Statements

4.a, b, c, d

Goal 5

Organizational
Excellence

Objectives

5.1

5.2

5.3

5.4

5.5

Evidence of
Progress
Statements

5.a, b, c, d, e

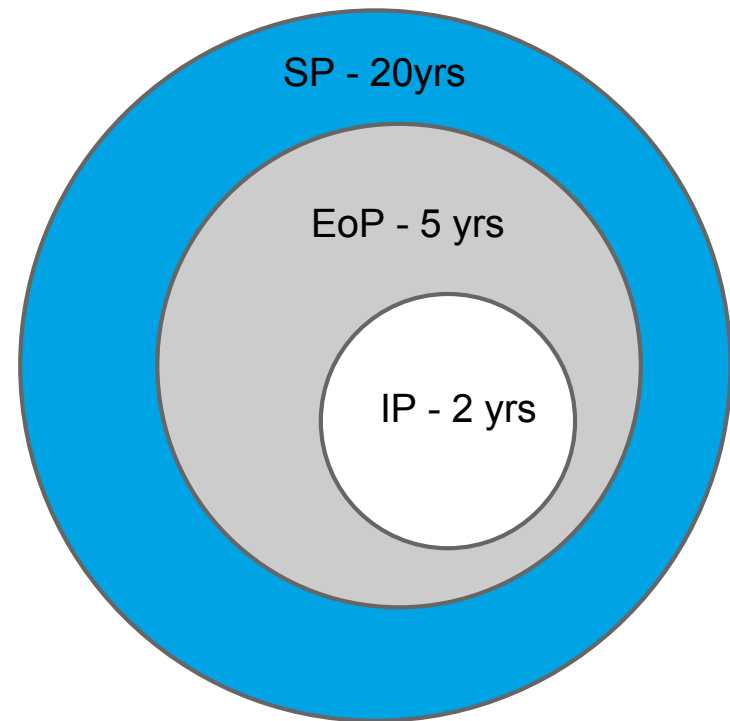
Evaluation Scope

5 Goals

18 Objectives

18 EoP statements

- Inclusive of broadest set of NOAA Education community's programmatic and Council efforts.





Program and Council Efforts

18 Education Council voting members

6 networks (NWS, NMFS, ONMS, NERRS, SG, EPP)

100's of field offices with NOAA Educators

100's of formal, informal and higher education programs

100's of educational and scientific resources

100's educational partnerships

Education Council Working Groups



Evaluation Question

Are we making progress on the goals and objectives in the strategic plan?

we = NOAA Education community

progress = To be determined

New Strategic Plan is the umbrella concept that provides a framework for M&E activities.



Educators
collect data
from
participants

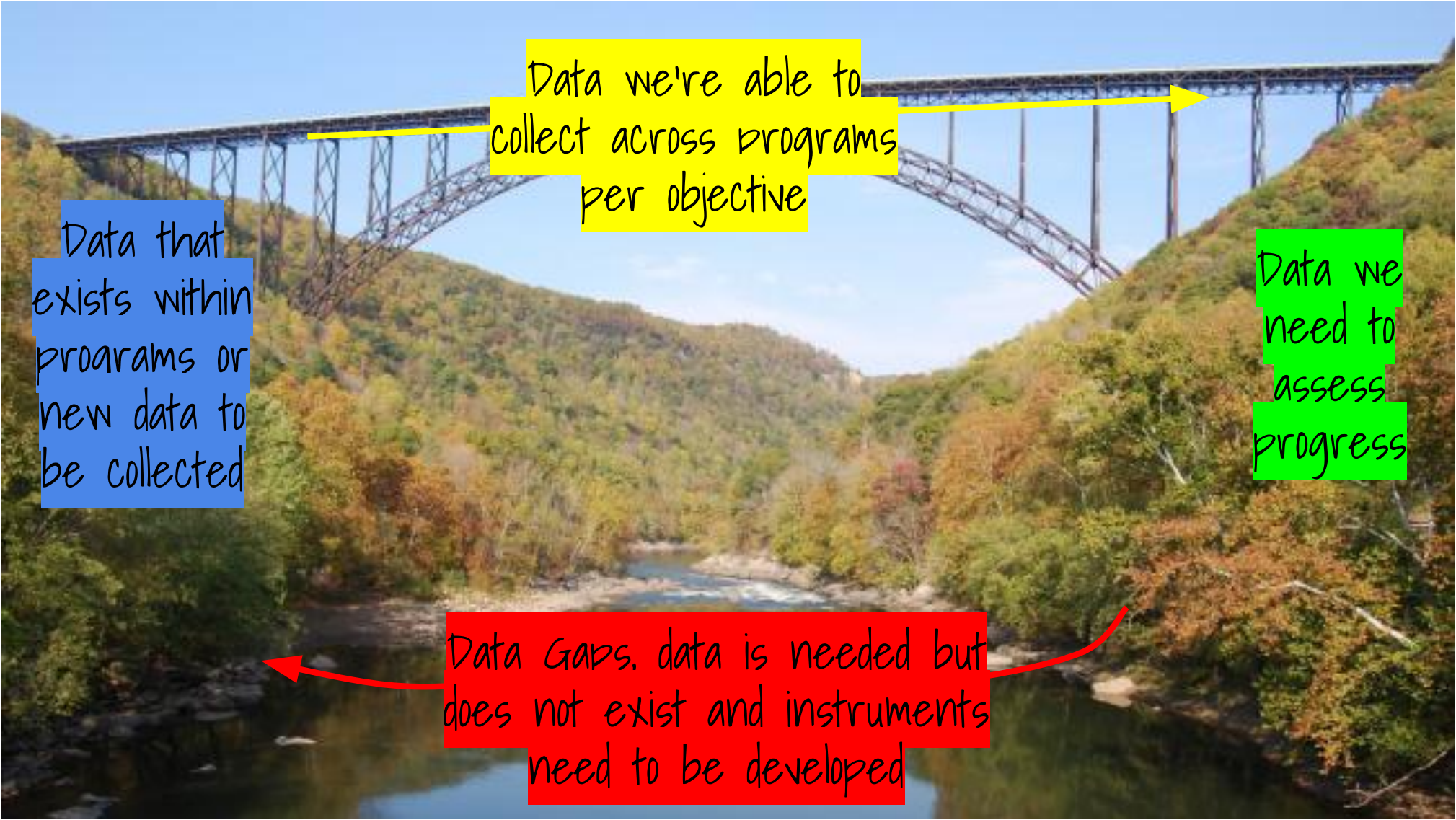
Data Team
conducts
evaluation
activities

Ed Council
reviews
findings &
assesses
progress.

M&E.com

Review NOAA Education efforts and results of strategies, objectives, and goals at the quarter, annual, and quadrennial time periods, respectively.

Time Period	What's reviewed & collected?	What decision is informed?
Quarter	Data collected in the past quarter by data team.	Improve approaches to data collection, analysis and visualizations
Annual	Data collected by Unified Data Call and by data team over past year.	Updates to Implementation Plan
Quadrennial	Data collected from previous annual reviews.	Updates to Strategic Plan



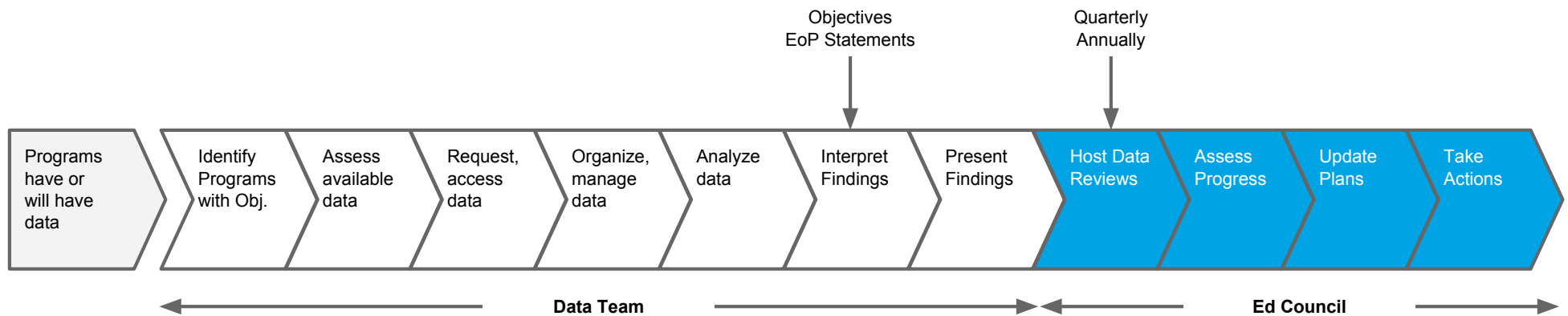
Data we're able to
collect across programs
per objective

Data that
exists within
programs or
new data to
be collected

Data we
need to
assess
progress

Data Gaps, data is needed but
does not exist and instruments
need to be developed

From Data to Evaluation





Wow, that's a lot!



The Role of Partnerships

Monitoring & Evaluation Framework

The M&E Framework outlines 6 strategies:

- 1 Institute outcome performance measures
- 2 Develop a performance management system
- 3 Conduct program evaluations
- 4 Provide training in evaluative thinking
- 5 Develop strategic partnerships
- 6 Characterize the portfolio of investments

Multiple strategies, single tactic

Writing common definitions for performance measures addressed multiple M&E strategies:

- 1 Institute outcome performance measures
- 4 Provide training in evaluative thinking
- 6 Characterize the portfolio of investments
- 5 Develop strategic partnerships

Portfolio Evaluation w/ Diana

Co-developing a process to conduct an internal evaluation of our partnership portfolio.

- 3 Conduct program evaluations
- 4 Provide training in evaluative thinking
- 5 Develop strategic partnerships
- 6 Characterize the portfolio of investments

Common Measures w/ Audrey

Addressing a shared need to develop meaningful measures of professional development outcomes.

- 1 Institute outcome performance measures
- 5 Develop strategic partnerships
- 6 Characterize the portfolio of investments

Evaluation Capacity Building w/ Joe

Addressing a shared need to support the integration of evaluation into everyday educator practice.

- 4 Provide training in evaluative thinking
- 5 Develop strategic partnerships



Why partnerships are necessary?

- Relevance
- Restrictions
- Resources
- Relationships

Value of relationships that enable NOAA to execute its evaluation strategy:



- Bring in field educators to engage in national level and council level evaluation.
- Headquarters has deeper connection into network.
- Leveraging partial-virtual detail funding mechanism

- Not restricted to government regulations (Paperwork Reduction Act)
- Leverage evaluator capacity and another mind to engage on measurement issues
- Funded to evaluate and already had a lot of data collected.

- OSU has standard process for peer review of Fact Sheets. OSU has web infrastructure to post and share publicly.
- John has needs to provide support for NOAA educators.
- Joe has needs for support to museum educators.

